

6 2. (Unamended) The method of claim 1, wherein the customer activities are
7 located at properties different from the property for which the customer is being valued.

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9 3. (Herein Amended) The method of claim 1, where [determining a customer
10 segment for] valuing the customer comprises:
11 determining a theoretical win for the customer;
12 determining daily profits for the customer in accordance with the theoretical win;
13 and
14 determining [the] a customer segment in accordance with the daily profits.

15 4. (Unamended) The method of claim 3, further comprising determining whether
16 the customer should be incentivized.

17 5. (Herein Amended) The method of claim 3, further comprising adjusting the
18 [expected] daily profits in accordance with the number of nights that the customer [has
19 stayed] stays in a property overnight.

20 6. (Unamended) The method of claim 3, further including determining the
21 customer segment in accordance with total nightly profits.

22
23 7. (Herein Amended) The method of claim 1, wherein [determining a customer
24 segment to which] valuing the customer [belongs] is also based on the fact that [slot
25 machines are] a first type of game is less profitable than other types of games.

26
27 8. (Cancelled) The method of claim 1, wherein determining a customer segment
28 to which the customer belongs is also based on the fact that table games are more
29 profitable than other types of games.

30
31 9. (Herein Amended) The method of claim 1, further comprising:
32 returning [the] a customer segment, expected nightly profit, and an indication of
33 whether the customer is [inventivized] incentivized to a resource
34 manager so that the resource manager can determine a price for the
35 resource.

36 10. (Herein Amended) The method of claim 1, wherein [determining the
37 customer segment for] valuing the customer also includes determining whether there are
38 to be multiple customers in a room.

39 11. (Herein Amended) The method of claim 1, wherein [determining the
40 customer segment for] valuing the customer also includes determining a default
41 theoretical win for the customer [is] if there is no data from previous trips of the
42 customer.
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44 12. (Herein Amended) The method of claim 1, wherein [determining the
45 customer segment for] valuing the customer also includes determining an actual
46 theoretical win for the customer based on data from previous trips of the customer.
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48 13. (Herein Amended) The method of claim 1, wherein [determining the
49 customer segment for] valuing the customer also includes determining an average daily
50 profit for the customer based on data from previous trips of the customer, by gaming
51 type.

52 14. (Herein Amended) The method of claim 1, wherein [determining the
53 customer segment for] valuing the customer uses a default "source" theoretical win value
54 if there is no data on the customer's previous trips and the source of the customer is
55 known.
56

57 15. (Herein Amended) The method of claim 1, wherein [determining the
58 customer segment for] valuing the customer uses a default theoretical win value specific
59 to the property if there is no data on the customer's previous trips and the source of the
60 customer is not known.
61

62 16. (Herein Amended) The method of claim 1, wherein [determining the
63 customer segment for] valuing the customer uses data based on the customer's
64 previous trips to hotels only.